McNeely Defense Consulting LLC

TrailSense Pitch Deck

6 Month Acceleration + Multi-Sector Expansion

Problem

- Increasing border and rural intrusion events
- No low cost mobile device detection
- LEO lacks remote sensing tools
- Oil & Gas sites vulnerable to tampering/vibration events

Solution - TrailSense

- Autonomous RF-based mobile device detection
- Deploy anywhere. Remote and harsh environments
- Low C-SWaP
- Instant alerts to mobile app

6 Month Acceleration Plan

- Month 1-2
  - Pilot Production (ESP32 based)
  - Begin PCB Engineering
- Month 2-3
  - PCB Prototypes
  - Enclosure Redesign
- Month 3-4
  - Manufacturing partners engaged
  - First final form 500-1000 units
- Month 4-6
  - Scale to 1,000-5,000 units
  - Full market release

Manufacturing Strategy

- **Parallel Tracks:**
  - Immediate ESP32 unit production
  - Custom PCB development
- **Supply Chain:**
  - Redundant US suppliers
  - Injection molded enclosures
  - Contract manufacturing partners (MacroFab, Sierra Circuits, ARK)

Final Ask - Raising $400,000

Use of Funds:

- Founder + Ops salaries (6 months)
- PCB + enclosure engineering
- Component stockpile
- Initial manufacturing
- Ops, legal, travel

Goal:

- Rapid scale + revenue ready hardware

Diversification Strategy

We are building a multi-sector sensor platform

Shared architecture means rapid rollout

Next Products in development:

- Vibration detection (oil & gas)
- Acoustic anomaly detection
- UAV detection

On-Device AI:
Actionable Intelligence

Plain-language alerts - Converts technical RF data into clear threat assessments operators can act on immediately

Pattern learning - AI identifies routines (deliveries, neighbors) and suggests whitelist entries to reduce false alarms over time

Conversational interface - Operators ask questions naturally: *"What happened last night?"* and get instant natural language answers

100% offline - no cloud, no latency, no data exposure. Works in zero-connectivity environments

Operator: "Hey TrailSense, what's the status?"

TrailSense AI: "Your property is secure. No alerts in the past 8 hours.. All devices online and functioning normally."

Operator: "What happened while I was away this weekend?"

TrailSense AI: "While you were away, there were 4 detections. 3 unknown BLE devices in the FAR zone, likely passersby. One HIGH alert: unknown cellular device Saturday at 11:45 PM in the NEAR zone. This is unusual for nighttime."

Why On-Device AI Matters

Benefit	Impact
Zero Cloud Dependency	Works in remote/denied environments (no cellular required for AI)
OPSEC Compliant	Sensitive detection data never leaves the device
No Recurring AI Fees	LLM runs locally (no per-query API costs)
Reduces Operator Burden	AI handles analysis; operators focus on response

Defensibility

Competitive Moat:

- **Speed of Execution**
- **First mover advantage**
- **Existing relationships in defense + oil & gas**
- **Simple, scalable hardware architecture**
- **Cross market product line**

Team

Dakota L. McNeely: Co-Founder/CEO

Cody D. Schexnider: Co-Founder/CTO

Advisors

Don Wirthlin: Retired Army Aviator, Law Enforcement Officer, Disabled Army Veteran

Closing

- TrailSense is ready for immediate market entry
- We have the prototypes, plan, and expansion roadmap
- Funding accelerates manufacturing + multi-sector growth